

I N T E R O F F I C E M E M O R A N D U M
C O R M T S A L L - I N - 1 S Y S T E M

Date: 6-Feb-1989 04:37pm EST
From: Ken Olsen
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Dept: Administration
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TO: See Below

Subject: SYSTEMS INTEGRATION BUSINESS

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I'd like to talk Win Hindle into taking line responsibility for the corporate systems integration business. I believe that we would have won some of the business we lost if the system integration business was high in the organization. I also think that Win's position in the Company, gray hair and maturity and the resulting confidence that this bestows on the customers is very important.

I also think that we have to have someone who will organize the business so that all the components of system integration, such as low-cost networking components, will be given high priority.

I also believe that the system integration business needs a high-priced model which will make money. Normally, when you are unique in offering capability to large companies, you charge high and make a high profit.

Planning a systems integration business is an interesting business planning problem. It incorporates computers, disks, software, networking, field service, software services, education, special services, and outside contracting, and takes very careful analysis to make sure we make money and our costs are minimum. We have to challenge many of the things we have taken as a basis for our business but that were based on the history of a company that was not in the modern world.

KHO:ld
KO:2649
(DICTATED 2/6/89 BUT NOT READ)

Distribution:

TO: Win Hindle

(HINDLE.WIN)

TO: Jim Osterhoff (OSTERHOFF.JIM)
TO: John Sims (SIMS.JOHN)
TO: Jack Shields (SHIELDS.JACK)
TO: Jack Smith (SMITH.JACK)

CC: Abbott Weiss (WEISS.ABBOTT)